

Downtown & Community Revitalization Department

Downtown and Community Revitalization Department

- i. Downtown Revitalization
- ii. Neighborhood Revitalization
- iii. Local Business Initiatives
- iv. Administration

DCR Department Mission

The mission of our department is to:

- Coordinate the effort to transform downtown Fresno into a vibrant center of activity for the Central San Joaquin Valley
- Restore the historic neighborhoods that encircle downtown Fresno into healthy, mixed-income communities that are desirable for their quality of life and their proximity to a revitalized city center
- Build a strong, sustainable economy through a community-wide effort to support locally-owned businesses, start-up companies, water technology and other green technologies

Neighborhood Revitalization

We were created to address the
root causes that exist in Fresno--
causes which make us number
one in the nation in concentrated
poverty

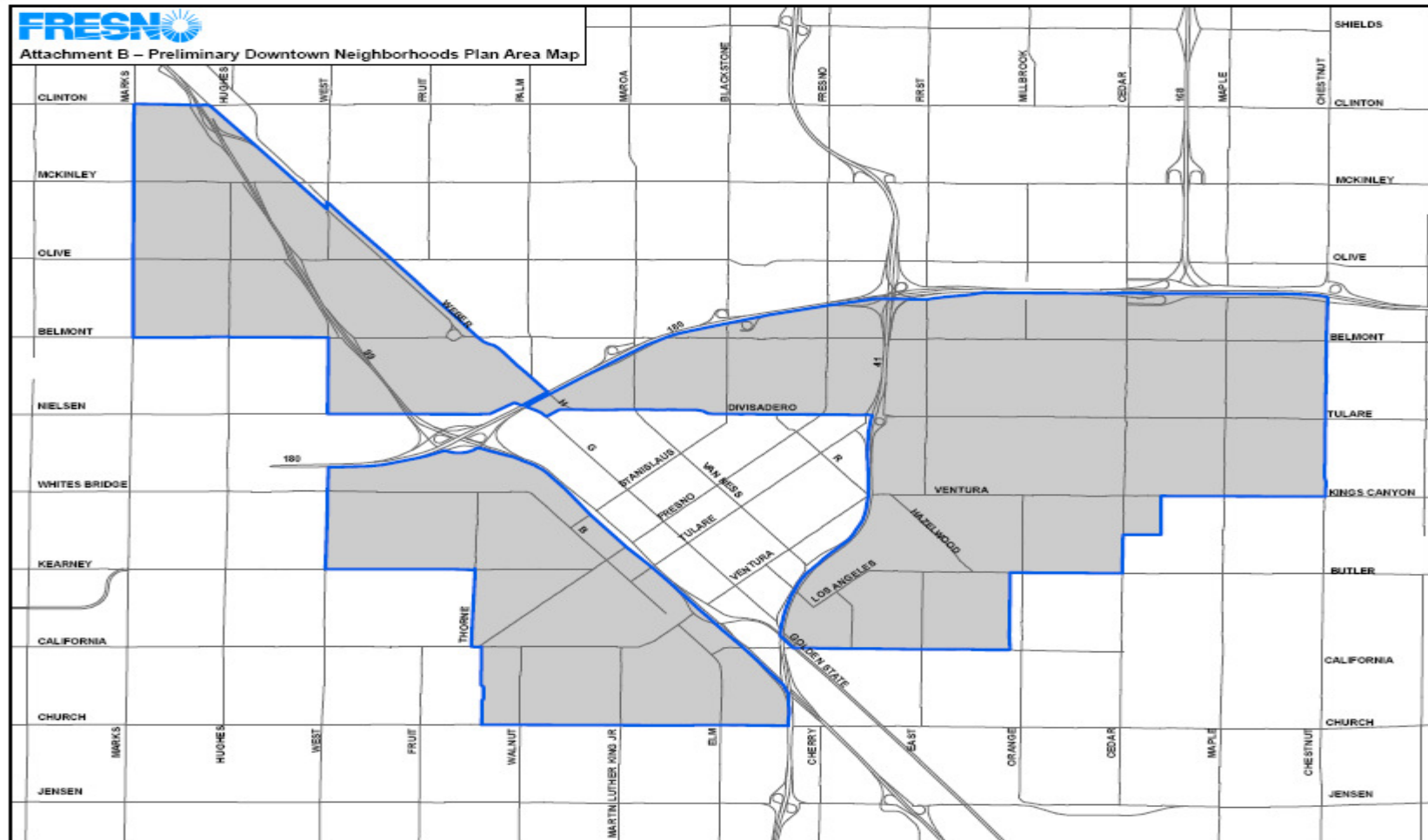
Fresno & Poverty

Ranked #1 on concentrated poverty

City		% of Poverty
1	Fresno, CA	43.5
2	New Orleans, LA	37.7
3	Louisville, KY	36.7
4	Miami, FL	36.4
5	Atlanta, GA	35.8
6	Long Beach, CA	30.7
7	Cleveland, OH	29.8
8	Philadelphia, PA	27.9
9	Milwaukee, WI	27
10	New York, NY	25.9

Source: Brookings Institute; Confronting Poverty in Fresno, 2006

Downtown Neighborhoods Plan Area



Ideal

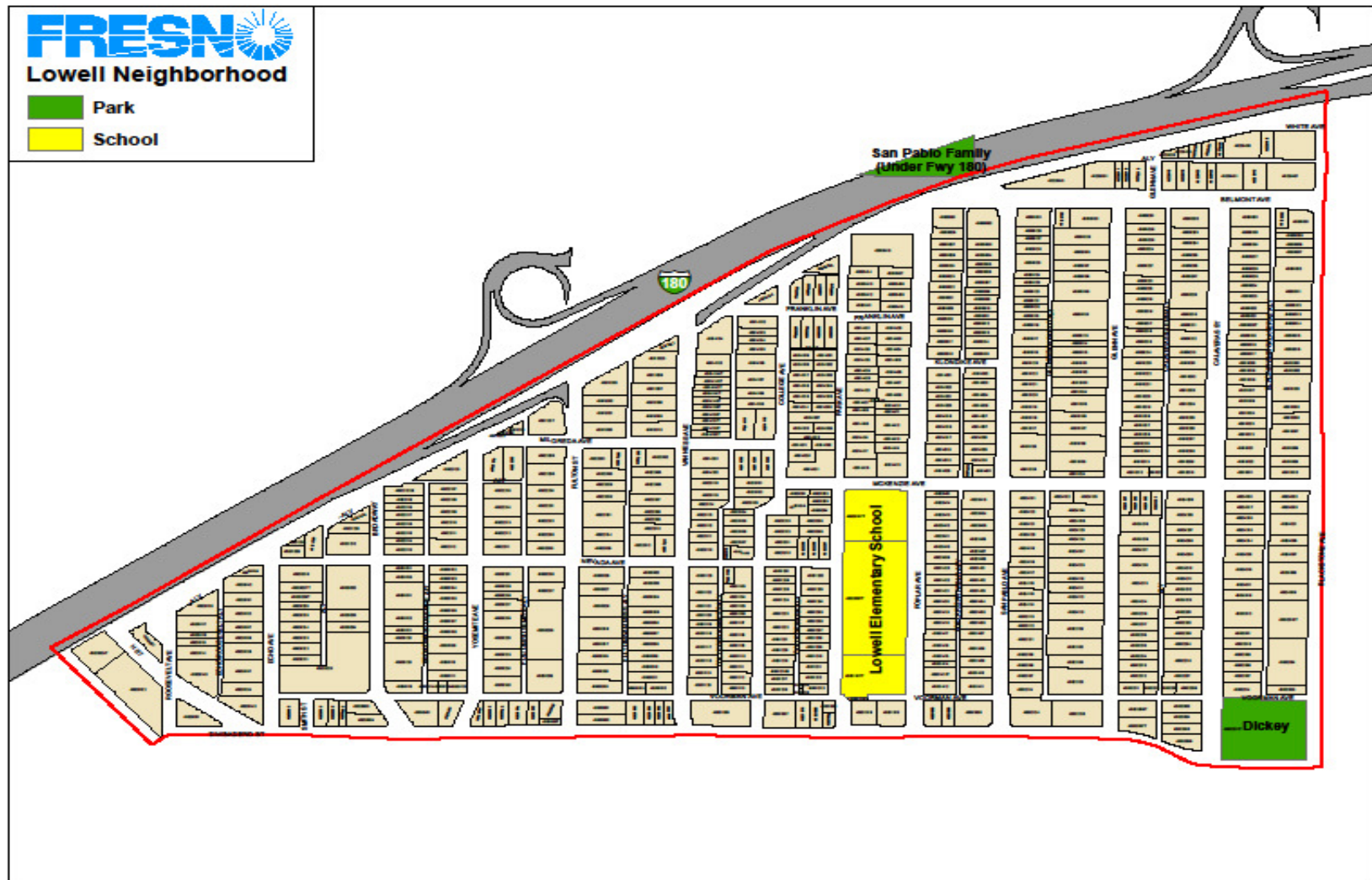
Every person in the City of Fresno has
a real opportunity to achieve their
greatest potential.

The Lowell Plan

Why Lowell?

- Relative Size
- Strategic Location
- Historic Neighborhood

Boundaries



Lowell Profile

- 13,844 population
- **Individuals below poverty level 70% (US 12%)**
- Language other than English 70% (US 18%)
- **Owner occupied housing 17% (US 66%)**
- Median household income \$14,213
- Lowell Elementary School (www.city-data.com)
 - English language arts proficient 17% (CA 46%)
 - **Free/reduced lunch 100% (CA 54%)**

Current Situation

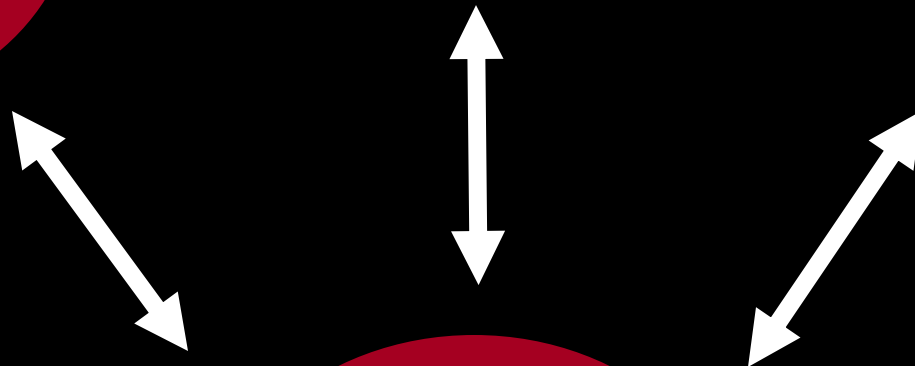


**City
Departments**

Community

Agencies

**Neighborhood
Revitalization**



Lowell Coordination

- Coordinate Neighborhood
 - La Union de Familia, Lowell Neighborhood Association, Lowell Concerned Teen Group
 - Mayor/City Meetings quarterly
- City Departments monthly
- Agencies coordinate quarterly

Neighborhood Priorities

Lowell Community Meeting

June 9, 2009

If you were describing your neighborhood to someone that's never been here, what are the things you would say you like best?

- Parent involvement
- Unique/Historic architecture
- Character of residents
- Resident support
- Getting better
- Great location
- Diversity of restaurants
- Everyone cares
- Access to Downtown
- Lowell resource Center
- Mature trees
- Children
- Diversity of neighbors
- Sense of community
- Foot traffic
- Beautiful homes
- Best people in Fresno
- Street Sweeping
- Improve response from Code Enforcement

Neighborhood Priorities

Lowell Community Meeting

June 9, 2009

What two things would you change about your neighborhood?

- Crime: Drugs, Gangs, Theft, Prostitution, Graffiti
- Slumlords
- Too many high density apartments
- Trash in alleys
- Alcohol & Drugs-access to teens
- Too many group homes
- No grocery store
- No crosswalks
- Stray Cats
- Household dumping
- No use of school grounds for recreation
- Speeding ambulances on Divisadero
- City response: Suspicion
- Curbs/sidewalks unfixed

Principles

Community-Led
People & Place Strategy
Transparent
Perseverance
Open Communication



Best Practices

- Market Creek Plaza, San Diego
- Harlem's Children's Zone
- Department of Neighborhoods, Charlotte



Internal Tools

- Great Planning & Design
- NSP
- Weatherization
- CDBG-R
- Lead-Based Paint

Results

Measureable Outcomes

Revitalized Community

